

Tack-don HAN et al.  
Appl. No. 09/758,212  
September 1, 2004

**AMENDMENTS TO THE DRAWINGS**

A corrected drawing sheet showing Figs. 4A, 4B and 5 is submitted herewith.

### **REMARKS/ARGUMENTS**

An amended Abstract of Disclosure is submitted herewith in which the typographical error noted by the Examiner has been corrected.

A corrected drawing sheet showing Figs. 4A, 4B and 5 is submitted herewith in which the word "INFORMATION" is properly spelled in Figs. 4A and 4B.

Claims 1-19 stand rejected under 35 U.S.C. 102(e) as being disclosed by Perkowski (U.S. Patent No. 6,625, 581). Also, claims 1-19 stand rejected under 35 U.S.C. 102(e) as being disclosed by Philyaw et al. (U.S. Patent No. 6,745,234).

Claims 1-3 and 5-19 have been cancelled; new claims 20-34 have been added to the application; and claim 4 has been amended to depend from new claim 22. For the reasons set forth herein, it is submitted that the new claims 20-34 and dependent claim 4 are allowable over the teachings of Perkowski and Philyaw et al.

The new claims 20-34 are all directed to an advertising method, an advertising service apparatus or a computer readable recording medium which stores a program for executing a method, wherein, in the feature of generating a code image, characters included in address information for providing a service of a predetermined advertisement are converted into colors or shades according to a code conversion table, in which a plurality of characters including numerals and symbols are mapped to corresponding colors or shades, and the converted colors or shades are combined to generate a code image, which can be physically or electronically represented. Also, in the feature of providing an advertisement service using the code image, upon receiving the code image in which colors or shades are represented, characters contained in the code image are extracted according to the code conversion table to form the address

information based on the extracted characters, and then the advertisement service according to the address information is provided via a network.

The novel recitations in the new claims are not anticipated or rendered obvious by the teachings of the cited references. Perkowski discloses a system and method for providing product-related information to consumers, in which a Consumer Product Information Request (CPIR) enabling Applet for each customer product registered in a manufacturer's database, is embedded within an HTML-encoded document. When encountering such an Applet-encoded HTML document on the world wide web, a customer performs a mouse-clicking operation to automatically execute the underlying CPIR-enabling Applet, causing a UPN-directed search of the manufacturer's database, and the results thereof are displayed in a Java GUI. The CPIR-enabling Applet is realized using Java technology. Figures 4A1, 4B and 4J1 of Perkowski only disclose information fields of a relational-type IPI Registrant Database maintained in each IPD server, referring to lines 22-56 of column 16 and lines 1-6 of column 17.

Philyaw et al. discloses a method and apparatus for accessing a remote location by sensing a machine-resolvable code, wherein in response to sensing a machine-resolvable code with an input device, a computer accesses a remote location corresponding to a software identification code. Figures 16 and 20 of Philyaw et al. merely disclose that a bar code is illustrated as a machine-resolvable code.

It is apparent, therefore, that Perkowski and Philyaw et al. fail to disclose or suggest Applicants' novel advertising method, advertising service apparatus or computer readable recording medium utilizing a color/shade-type code image for providing an advertisement service, wherein the code image is formed by colors or shades corresponding to characters included in address information, based on a code conversion table in which a plurality of

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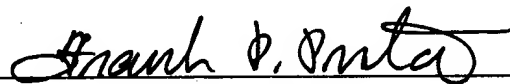
characters including numerals and symbols are mapped to colors or shades corresponding thereto.

In view of the above amendments and remarks, it is submitted that new claims 20-34 and dependent claim 4 are allowable over the teachings of the cited references, taken individually or in combination. Formal allowance of these claims is earnestly solicited.

Respectfully submitted,

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